

GUJARAT TECHNOLOGICAL UNIVERSITY
MAM - SEMESTER-III • EXAMINATION – SUMMER 2015

Subject Code: 4130502**Date: 21/05/2015****Subject Name: MANAGEMENT PRINCIPLES****Time: 02.30 PM TO 05.30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q.1 (a) What do you mean by management? Explain the different skills required by a manager. **07**

(b) Explain in detail Henry Fayols principles of management. **07**

Q.2 (a) Define planning. Explain the characteristics and Importance of planning. **07**

(b) What is forecasting? Explain the process of forecasting. **07**

OR

(b) Explain the different types of organization. **07**

Q.3 (a) What do you mean by staffing? Explain the selection procedure in detail. **07**

(b) Write a detailed note on different controlling techniques which can be used by a modern manager. **07**

OR

Q.3 (a) Differentiate between Directing and Co-ordination. **07**

(b) Define Directing with its importance. Explain the different directing tools. **07**

Q.4 (a) Explain scientific management school in detail with its principles. **07**

(b) Define motivation and explain Two factor theory of motivation. **07**

OR

Q.4 (a) Explain Contingency school of management in detail. **07**

(b) Explain in detail the concept of Group Dynamics. **07**

Q.5 (a) Write a note on Japanese and American system of management. **07**

(b) Write a note on Change Management. **07**

OR

Q.5 (a) What are your views on Professionalization of management in India? **07**

(b) Write a note on Total Quality Management. **07**
